

Master's Program Marketing 2021 – Program Code J 066 967

Academic Degree: Master of Science (WU), abbr. MSc (WU)

Minimum Duration: 4 Semesters

120 ECTS

Semester 1

Marketing Strategy and Innovation

Global Marketing Strategy (PI)	5 ECTS
--------------------------------	--------

Digital Marketing (PI)	5 ECTS
------------------------	--------

Marketing Analytics and Technologie

Marketing Analytics (PI)	7.5 ECTS
--------------------------	----------

Artificial Intelligence in Marketing (PI)	5 ECTS
---	--------

Business Software Skills (PI)	5 ECTS
-------------------------------	--------

Customer-Centric Management

Management by Experiments (PI)	5 ECTS
--------------------------------	--------

Professional Skills and Career Development

Discover Marketing (AG)	2.5 ECTS
-------------------------	----------

Semester 2

Marketing Strategy and Innovation

Retailing & Sales (PI)	5 ECTS
------------------------	--------

Business Modelling & Innovation (PI)	5 ECTS
--------------------------------------	--------

Professional Skills and Career Development

Professional Skills (PI)	5 ECTS
--------------------------	--------

Customer-Centric Management

Consumer Psychology (PI)	5 ECTS
--------------------------	--------

Customer Value Management (PI)	5 ECTS
--------------------------------	--------

Semester 3

Marketing Study Project

Marketing Study Project I (FS)	2,5 ECTS
--------------------------------	----------

Specializations

Prerequisite: "Management by Experiments", "Global Marketing Strategy" and "Marketing Analytics"

Choose five courses of the following subjects (5 ECTS each):

In Data-Driven Marketing

and/or

In Purpose-Driven Marketing

and/or

In Strategic Marketing

and/or

In Courses Abroad*

Semester 4

Professional Skills and Career Development

Marketing 360 Degrees (PI)	5 ECTS
----------------------------	--------

Marketing Study Project

Marketing Study Project II (FS)	7.5 ECTS
---------------------------------	----------

Master's Thesis

Master's Thesis	20 ECTS
-----------------	---------